

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Fikes, Andrew et al. Art Unit: 3622
Serial No.: 10/808,993 Examiner: Namrata Boveja
Filed: March 24, 2004 Conf. No.: 9878
Title: SYSTEM AND METHOD FOR PROVIDING ON-LINE USER-ASSISTED
WEB-BASED ADVERTISING

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF AUGUST 28, 2007

Please reconsider this application in light of the following:

Amendments to the claims set forth in the **Listing of Claims** beginning on page 2; and

Remarks beginning on page 7.